

The Pen Prophet

Holiday Season 1907



S. & W. Waterman Co., 173 Broadway, N.Y.

8 SCHOOL ST., BOSTON

209 STATE ST., CHICAGO

136 ST. JAMES ST., MONTREAL

742 MARKET ST., SAN FRANCISCO

12 GOLDEN LANE, LONDON, E.C.

The Pen Prophet

Devoted to easy money-making through the
medium of

Waterman's Ideal Fountain Pen

Edited and Published by Educational Department
L. E. Waterman Company, New York, N. Y.

VOL. V NOVEMBER, 1907 No. 3

HEAD OFFICE

173 Broadway New York

GOLD PEN FACTORY

Rose and Duane Streets New York

RUBBER FACTORY

Seymour Conn.

BRANCH OFFICES AND SHOW ROOMS

8 School Street Boston

209 State Street Chicago

742 Market Street San Francisco

L. E. Waterman Co. of Canada, Limited

136 St. James Street Montreal

EUROPEAN OFFICES

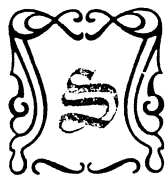
12 Golden Lane London, E. C.

6 Rue d'Hanovre Paris

Via Bossi 4 Milan

Pragerstrasse No. 6 Dresden

Complete Salesmanship and the Holiday Trade

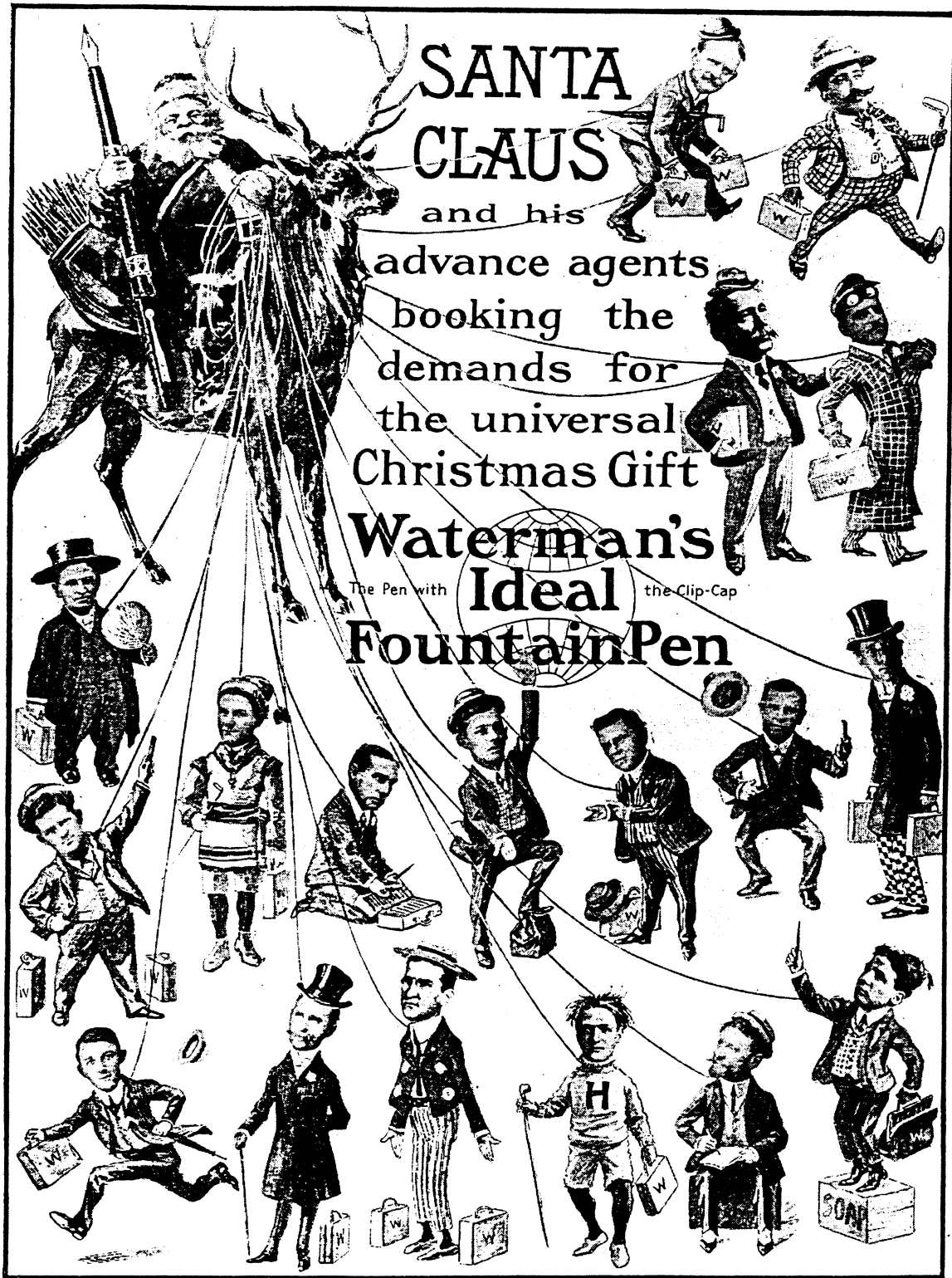


SALESMANSHIP is selling a man what he needs, and complete salesmanship is selling a man *all* he needs. You have often had it happen to yourself. You have gone into a shop to buy some necessity—gloves for instance—and the clerk, in a nice way, has made you remember that your supply of collars is low and called your attention to a line of ties that were well worth your consideration. Two to one you came out of the shop with the collars and ties as well as the gloves, and when you got dressed the next morning you were mighty glad you had them. A man has much on his mind when he is buying besides the matter in hand and isn't apt to think of many things that he may need. When you have sold a man a \$5.00 Fountain Pen for instance, it's probable that your sale is in its infancy. It's dollars to doughnuts the man needs a filler, a traveler's case, a

pen rack for his desk and a bottle of our special ink. Resourcefulness will sell two pens to one sold by complacency. Resourcefulness is better than persistence. *Push the ink question.* If a man uses inferior ink in a Waterman's Ideal Fountain Pen the results will be unsatisfactory and the pen will get the blame. This means a dissatisfied customer. Never let slip the opportunity to explain the necessity of using proper ink. When you sell a man a fountain pen and all that goes with it to make its use a satisfaction and a pleasure, then you have a complete sale and your customer is satisfied. That is what we mean by Complete Salesmanship. Sell all the accessories along with the pen, for that is the safest way of insuring satisfaction. Sell him a red ink pen for red ink. Sell him a pen for his wife. Practice this Complete Salesmanship in your Christmas trade. The Holiday trade in Waterman's Ideal Fountain Pens will increase again over last year as it did the year before, and a little care and attention to this trade on your part, backed by our world-wide reputation and extensive advertising will build up a business for you that will mean subsequent trade and profit.

It has been proven again and again that you cannot possibly handle a more profitable line of goods, in proportion to the amount of space they take up or the amount of new trade they themselves induce, than Waterman's Ideal Fountain Pens.

Our salesmen are all hard at work booking the Holiday demand for "The Perfect Gift" as is shown on the clever cartoon on the opposite page, and here at the home office we are working hard to help you, advertising in a forceful, attractive and extensive way and standing ever ready to give you any aid that you may need in selling our pens. We are doing everything to make the selling of Waterman's Ideal Fountain Pens as easy as possible for the dealers, creating a demand that leaves those who handle our goods little to do but keep the goods before the customers and satisfy this demand. And the way to satisfy it is by Complete Salesmanship.



WE take pleasure in presenting above the latest creation of "our office boy." He did not come into our employ until after the salesmen had left on their holiday trips, and therefore may have

misjudged their appearance from their chirography, or their method of expressing their success and pleasure in acting as Santa Claus's advance agents. We are not criticising his failings, if there are any, but

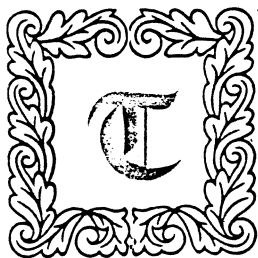
must favorably comment on his interpretation of the dean of the force, Thos. C. Keys, who, no doubt, because of his long years of experience on the road in our line, can give the majority of our younger salesmen a pointer or two, and it is his greatest pleasure to especially enlighten the jovial Mr. Smith, our New York City salesman.

Evidently "the boy" has also learned some of the characteristics of our Mr. Kenny and his attractive neckwear. He also seems to have arrived early one morning this year, as it is recorded that our Mr. Clark came down from his Connecticut field on the night train and waited until he got his mail before starting out again. With that view of him in mind "our boy" must judge that he is always in a hurry; but why he has burdened Mr. W. J. Chaplin with more avoirdupois than he really has is beyond the editor's comprehension.

Regarding the balance of the staff, Mr. L. E. Waterman is evidently making fountain pen notes, which we hope he will furnish the editor in time for the next issue. By way of information we would mention that the following travelers are listed hereon: E. B. Clark, F. A. Kenny, T. C. Keys, W. E. Smith, R. S. Eagles, W. H. Kernan, C. W. McDermott, I. M. Keys, F. S. Waterman, H. H. Hebb, J. N. Marley, W. J. Chaplin, C. A. Crist, J. B. Tukey, T. C. Hanway, W. B. Taylor, L. E. Waterman, J. E. Ports. We have omitted three or four of our travelers because their wives or sweethearts refused to surrender their photographs prompt enough for the "office boy's" use in making the illustrations.

We wish to say our salesmen have not as yet molested our "office boy," and if they do not before January 1st, you will undoubtedly hear from him again.

Seasonable Aids of Interest to Dealers



THE sale of Waterman's Ideal Fountain Pens is not confined to any one season of the year. A necessity of this class has its regular demand throughout the entire year, both as an article of daily use, as a necessity, and for gift purposes. The climax of all activities in its sale, however, is reached during the Christmas season, and that its importance may not be overlooked during the forthcoming season we have taken every means to aid the dealer in the proper presentation and best appearance of our manufacture for Christmas of 1907.

To present same to the public, we have prepared a number of very effective advertising electrotypes, of suitable size, for use by the trade. These are all shown in a folder which we have prepared (sent to you upon request). Select those that you will use, advise us, and we will send same with your order. Of course, our extensive National

advertising will create an enormous demand, and the use of these cuts will tend to localize the business resulting therefrom.

We have prepared, also, a handsome car card (11 x 21 inches), which will be used throughout many cities of the country. These are handsomely lithographed in colors; for window display or wall hanger we would be glad to furnish these also to dealers. We have prepared an electrotype of same (No. 826), which will also make an attractive advertising electrotype.

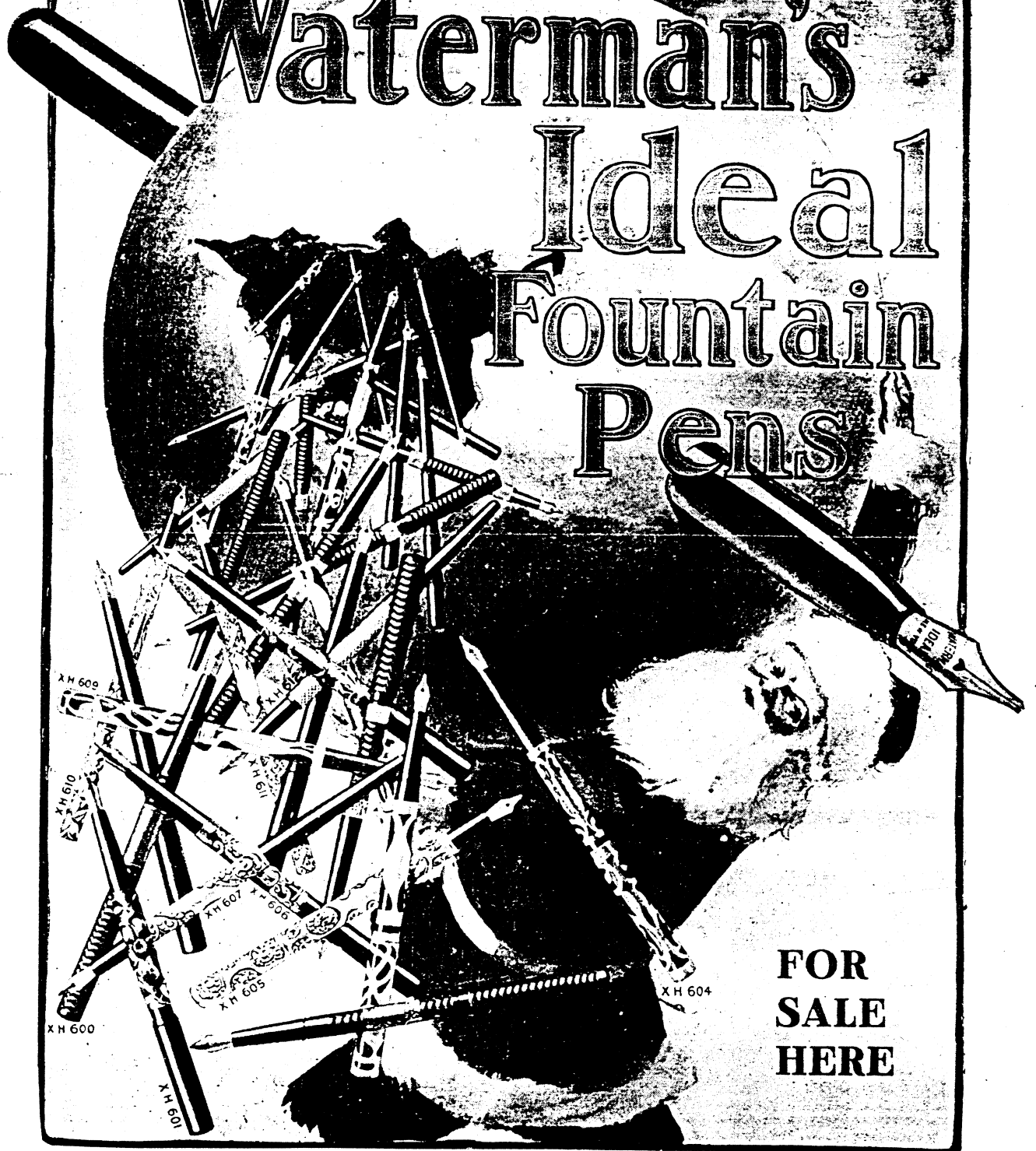
We are enclosing, also, with this issue, a paper poster of the above, which we believe will prove to be very attractive and interesting when properly displayed. We have another style of poster printed on cloth (with metal top and bottom), of a handsome Santa Claus design, which will be furnished upon request (see opposite page).

We illustrate on page 5 of this book the design of one of our electric flash-light window signs, which affords one of the most effective window display signs that can be conceived.

(Continued on page 6)

At Christmas Time
The World is full of them

Waterman's Ideal Fountain Pens



**FOR
SALE
HERE**

Illustrating design of our Christmas Flash-Light Sign and Cloth Poster.

173 Broadway, New York

Seasonable Aids of Interest to Dealers

(Continued from page 4)

Dealers who will use this, will be supplied with one for the asking where they have a shipment going forward, either from us or any of our store cities, where same can be enclosed for transportation.

We have also prepared a handsomely printed four-page folder or booklet, which we will supply to dealers, imprinted with their name. We are very confident that where these are used and enclosed with statements or regular daily mail, that the result will prove to be very satisfactory and stimulate the general interest and sales in this department of your business. In connection with this we have prepared electrotypes Nos. 824 and 825 (shown in the "Electrotype Folder"), previously referred to, which can be used in the local advertising of this attractive folder or booklet. These electrotypes will be furnished to our dealers upon request.

These aids, mentioned above, having been properly used and the interest and demand for the line created, as usual our goods are backed up by their fineness of quality and beauty of design, which effect the continued satisfaction and pleasure of the purchaser.

In addition to these features, to make same still more attractive, we have prepared again this year our most attractive holly design boxes for containing the pens (see illustrations on page 7). These boxes will be furnished to dealers with Christmas orders, and to make the package more complete we have made up an edition of handsome Christmas tags or cards, printed in colors, for enclosing in our boxes where required for presentation purposes. The cards are illustrated on page 7.

We sincerely trust that these aids, prepared and offered by us, will be the means of stimulating the interest in our line through the dealers, and that their use may result in the increase of sales everywhere for our mutual benefit and the result may be the largest and most profitable business you have ever enjoyed in this department of your store on any previous occasion.

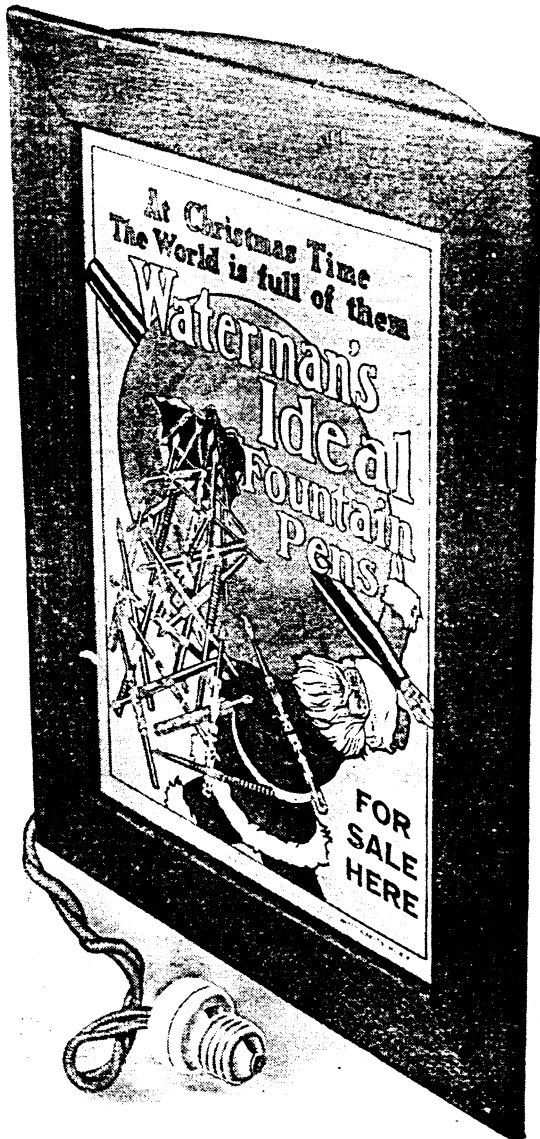
Wishing you every success with this and all other lines, we remain

Most sincerely yours

L. E. Waterman Co.

Manufacturers.

A HOLIDAY PLEASURE
THE GIVING OF
Waterman's
The Ideal Fountain Pen
with the Clip Cap

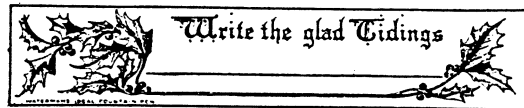
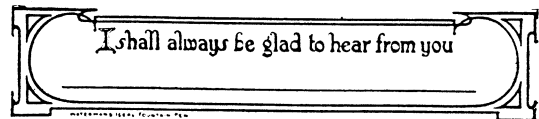
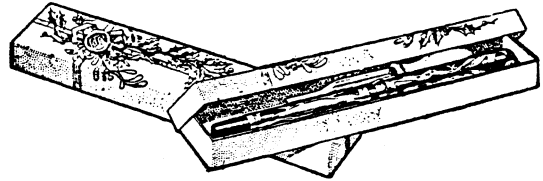


Christmas Flash-Light

As mentioned on page 4, we have prepared an electric flash-light display sign, and above show an exact reproduction of it. When standing complete it is of a size 13½ inches wide by 18 inches high by 4½ inches deep. The wooden frame is of dark stained oak and the sign itself is handsomely and attractively printed in four rich colors.

These signs can be entirely detached and packed in a flat card-board box. They can be readily attached to any standard system and will continue to flash automatically, indefinitely. We have prepared a quantity of these, which we will furnish to our dealers who have orders coming from us, where they can be included.

We expect to issue from time to time during the forthcoming year, interesting up-to-date pictorial prints, which will be forwarded to all dealers holding one of these signs, to replace the Santa Claus design.



Illustrating our Holly Box and two styles of Christmas Tags printed in colors

MY DEAR MR. WATERMAN:

I can't tell you how much I thank you for the beautiful pen. It is truly a convenient age in which we live and I am glad indeed that I am not literally traveling "The Road to Yesterday," for the yesterdays of three hundred years ago had nothing half so useful as your pen. Once more, thank you!

Sincerely,

(Signed)

MINNIE DUPREE.



Miss Minnie Dupree

System at the Pen Case



We are suggesting below a system by which responsibility for your stock of Waterman's Ideal Fountain Pen is well defined—a safeguard that protects everybody.

These suggestions we make may seem to demand too much time and involve too much red tape, but they have been proven and are strongly recommended by the most successful pen dealers in the world as worthy of careful trial by all who aim to increase these sales, and the confidence between employer, employee and co-worker. For instance, when pens are sent out of the store on memorandum or lent to clerks for special work, a record should be furnished the office, and when the pen is returned to the stock the record should be returned to the pen clerk and by him destroyed. Here's the idea:

1st. Keep the pen case locked at all times, except when pen customers are at the counter.

2d. Let one clerk have full care and charge of the pen stock and case, except at lunch hour, when his understudy or associate takes charge.

3d. Before nine o'clock every morning let every tray be filled with pens, and in the order adopted.

4th. Insist on every sale of a pen or

exchange for cash being recorded on a ruled blank.

5th. After every sale, place, in the space vacated in the tray, a colored wooden stick or lead pencil, of certain style, used for this purpose only, and kept under lock and key with the reserve stock. This dummy is absolute security against long-fingered petty thieves, but constant vigilance must be exercised to see that a tray is never put on the counter unless every space is occupied by either pen or dummy.

6th. In making free exchanges, resort only to the reserve stock, for there is danger of getting mixed by substituting pens for dummies when no sale has been made.

7th. Keep all pens in show case filled with fluid ink, and every Wednesday morning, between eight and eleven o'clock, review every pen, removing moisture from caps with soft tissue wound about a pencil, filling empty vent holes in caps with red wax, relabeling where soiled or missing, and preparing for express to New York all pens in need of small attentions or repairs and recording same in a book specially kept for that purpose.

8th. Check up sales record at 5.30 p.m. with the number of dummies in the show case and be certain they balance, and send the day's sales sheet to the office.

A Wonderful Invention

THE men who do the important work of the business and financial world aim to rid themselves of clerical work of every description and build up a business machine which produces marvelous results under their direction. There is one feature of the work, however, which is confined to the important officers of the companies and which consumes a vast amount of valuable time. That is, the signing of bonds, dividend checks and similar important papers. This work can-

not be relegated to a clerk, and it is the habit of men of high standing, in the business and financial world, to spend days and even weeks of time in this monotonous work. The Signagraph is unique among time-savers in the quality of the time that is saved. If this time were given the proper equivalent in money value, the economical possibilities of this machine would be shown to be enormous.

The signature writer's task is one of constantly increasing labor. The enormous

output of various securities, many of which, in themselves, is the beginning of an endless chain of transfers, require from two to four names to legalize. The pay rolls, dividends, interest, and many other matters demand checks to be signed by the millions. Bond issues are now estimated by ton weight as well as value.

The Signagraph, a cut of which is shown below, has come to solve the problem and relieve the signature writer. This instrument enables a writer to sign a number of documents simultaneously, twenty being the number now provided for in the present model, but a larger or smaller number can be arranged for as required.

Twenty Waterman Ideal Fountain Pens are arranged in two parallel rows, covering the signature spaces of an equal number of documents to be signed. The control of all those pens is by means of a monitor pen held by the writer in the usual way, who writes with the twenty pens as with one. The documents to be signed are previously arranged in proper order for delivery under the pens, the actual delivery being under control of the writer, who feeds and clears each set of twenty sheets or documents by turning a feed-handle at the left. Every signature is in full sight of the writer, and a careful inspection can be made without delay.

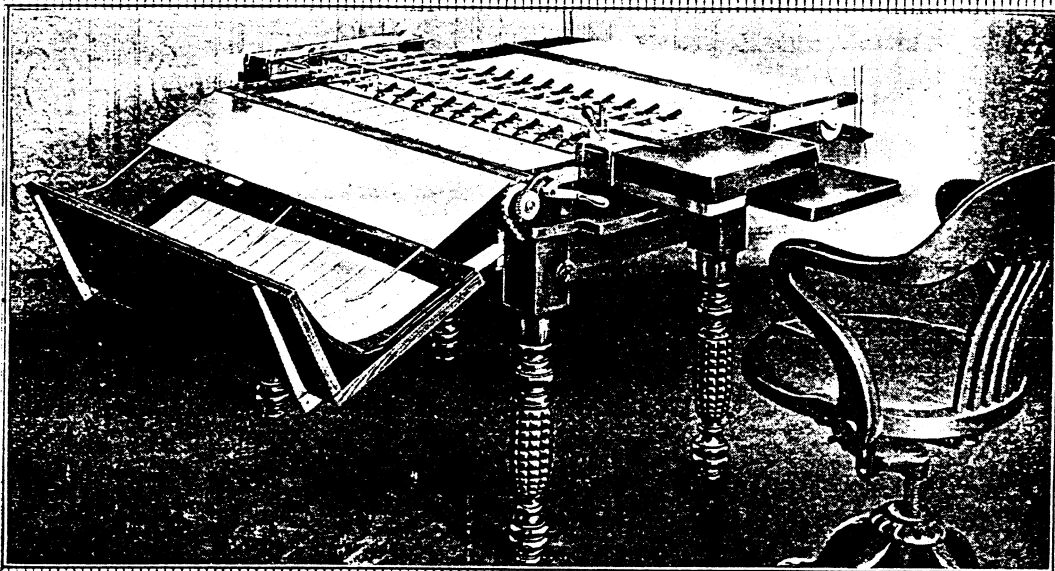
The entire machine is of simple construction and can readily be manipulated upon first trial. There is no loss of character to the handwriting of anyone, as the action is easy and perfect—the movable parts being delicately arranged to move on glass tables.

The individuality of a writer's signature is further maintained by the ability of the L. E. Waterman Company to reproduce in the pens used in the Signagraph the exact counterpart of the pens habitually used by the writer.

Signing at the rate of four signatures per minute is equivalent to 4800 per hour, or two days' work, under the old method.

A boy can make the machine entirely ready for use by the signer; the checks and so forth being arranged by him in quantities, in steel rods, which carry them into position for the pens. The pens can be filled by the boy in the morning and arranged in place, and can be readily used a full day without refilling.

The utility and necessity of the Signagraph have been acknowledged by hundreds of government, railroad, trust company and industrial officials, and its accepted value well demonstrated at its display in our booth at the Jamestown Exposition.



Waterman's Ideal Fountain Pens

The illustrations below show comparison of sizes of cone cap holders, as well as the various styles in which each size is made. Full gold mountings in many styles also carried in stock. Each pen in separate box with filler and instructions. In ordering mention whether fine, medium, coarse or stub pen is wanted.—*Every pen fully guaranteed.* Straight and taper cap holders made in same scale of sizes. Each size made in all styles.

The No. 12 pen is 6 7/8 in. long; other sizes in proportion.

Size No. 12



Style: Plain Black, No. 2 size gold pen.
This style in the seven sizes shown.

No. 12 \$2.50	No. 14 \$4.00	No. 16 \$6.00	No. 18 \$8.00
No. 13 3.50	No. 15 5.00	No. 17 7.00	

Also Chased, Mottled or Cardinal at same prices.

Size No. 13



Style: Chased, Gold Mounted, Plain Middle Band, 18-K. Filled, No. 3 size gold pen.
This style in the seven sizes shown.

No. 12, G. M. M. . . \$3.50	No. 14, G. M. M. . . \$5.00	No. 16, G. M. M. . . \$7.00	No. 18, G. M. M. . . \$9.00
No. 13, G. M. M. . . 4.50	No. 15, G. M. M. . . 6.00	No. 17, G. M. M. . . 8.00	

Size No. 14

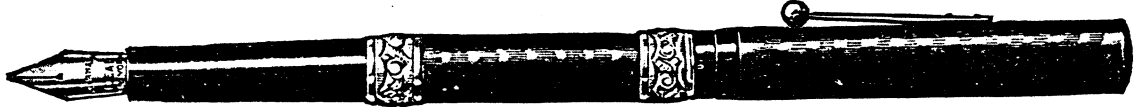


Style: Cardinal, with *Clip-Cap, No. 4 size gold pen. This pen used largely for red ink.
This style in the seven sizes shown.

No. 12 \$2.50	No. 14 \$4.00	No. 16 \$6.00	No. 18 \$8.00
No. 13 3.50	No. 15 5.00	No. 17 7.00	

Also Plain Black, Chased or Mottled at same prices. *German Silver Clips, add 25 cents to all prices.

Size No. 15



Style: Gold-Mounted, Chased Bands, with *Clip-Cap. No. 5 size gold pen.
(Also with two plain bands.) This style in the seven sizes shown.

No. 12, G. M. . . . \$3.50	No. 14, G. M. . . . \$5.00	No. 16, G. M. . . . \$7.00	No. 18, G. M. . . . \$9.00
No. 13, G. M. . . . 4.50	No. 15, G. M. . . . 6.00	No. 17, G. M. . . . 8.00	

*Gold-Filled Clips add \$1.00 to all prices; Solid Gold Clips add \$2.00 to all prices.

Size No. 16

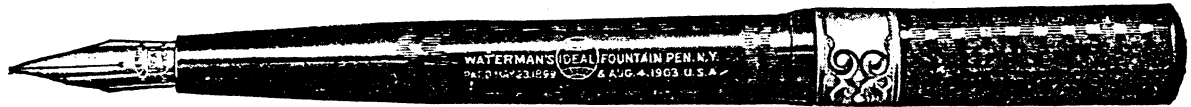


Style: Filigree, Sterling Silver, with *Clip-Cap. No. 6 size gold pen.
This style in the seven sizes shown.

No. 412, Fil. . . . \$5.00	No. 414, Fil. . . . \$7.00	No. 416, Fil. . . . \$ 9.50	No. 418, Fil. . . . \$12.00
No. 413, Fil. . . . Not made	No. 415, Fil. . . . 8.50	No. 417, Fil. . . . 11.00	

Mounted on Black or Cardinal Holder. *Sterling Silver Clips add 50 cents to all prices.

Size No. 17

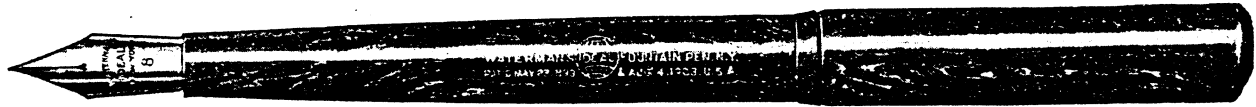


Style: Gold-Mounted Cap, (chased or plain band.) No. 7 size gold pen.
This style in the seven sizes shown.

No. 12, G. M. Cap . \$3.50	No. 14, G. M. Cap . \$5.00	No. 16, G. M. Cap . \$7.00	No. 18, G. M. Cap . \$9.00
No. 13, G. M. Cap . 4.50	No. 15, G. M. Cap . 6.00	No. 17, G. M. Cap . 8.00	

Plain Black, Chased or Mottled finish.

Size No. 18



Style: Mottled, No. 8 size gold pen.
This style in the seven sizes shown.

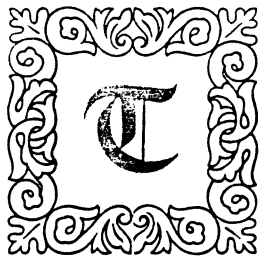
No. 12 \$2.50	No. 14 \$4.00	No. 16 \$6.00	No. 18 \$8.00
No. 13 3.50	No. 15 5.00	No. 17 7.00	

Also Plain Black, Chased or Cardinal finish.

1607

Jamestown

1907



THREE hundred years ago, the 13th day of May, 1607, the first white men came to Jamestown. Their three small barks anchored just off the peninsula which jutted into the James River, about thirty miles from its mouth.

The party contained, besides the crews, about 150 English-speaking adventurers, who had braved the perils of unknown waters to reach a wild, uninhabited coast, there to establish a new home. The usual terrors and hardships of the pioneer awaited them—famine, fever and war with the savages. But romance was there, too; an Indian maid, named Pocahontas, the fair daughter of a powerful Indian chieftain, saved the white leader's life and, many times, unmindful of personal peril, saved the colony from the ravages of the Indians. She later married an English gentleman and was received at the English Court with all the honors accorded royalty. At the height of her brilliant life she died in a foreign land.

The Ter-Centennial Territory has been the battle-ground of many wars. Through the past centuries the Indians massacred the whites; the French fought the English and the English the Dutch. Our two wars with England and the Civil struggle soaked the ground of Virginia in blood. The waters of this historical spot mark many famous naval encounters, covering nearly every chapter of our naval records. The first naval battle of the Civil War, in which the famous duel between the Monitor and the Merrimac occurred, was fought within sight of the Exposition shore-line.

In 1607 one hundred and five settlers constituted the entire population of what is now the United States, with the exception of the Spanish settlements in Florida and a post or two in other Gulf districts. And to-day, in 1907, perhaps 105,000,000, a mighty growth, with which the American idea has kept pace, until now the freedom of the

people has impregnated every advanced government through all civilization. Jamestown stands as the symbol of romance, history and patriotism.

The Jamestown Exposition, commemorating the founding of Jamestown and the settlement of the first permanent English-speaking colony in America, covers an area of approximately 100 acres of land space, a forty-acre enclosed water basin and the one hundred and sixty square miles of water surface at Hampton Roads. In the buildings of the Exposition are gathered the choicest collections of the industrial and liberal arts, transportation devices, historical displays, etc.

Our exhibit at this Exposition is proving to be one of the most interesting. The Booth, located in the Interior Court of the Liberal Arts Building, represents a dome of stained glass, representing the northern continents of the world. This is upheld by four gigantic filigree pens, which are identical in every respect on a general scale with our most popular style holders. The draperies and carpets are of dark green plush and the furniture of black leather and French oak to harmonize. The interior, though simple, is most effective and cool in appearance. On exhibition may be seen everything in the line of Fountain Pens, from the plain styles at \$2.50 and upwards to the most elaborately studded pens with precious stones, among which are some remarkably fine productions. A miniature rubber-turning plant is also in operation, showing the great care used in producing absolutely ink-tight barrels. We show the full process of manufacturing of Waterman's Ideal Fountain Pen, which, in connection with the new signagraph machine, described in another article in this paper, is proving of much interest.

The space occupied is directly opposite the main entrance, and the unique construction and tasteful decorations demand great attention.

If you are visiting the Exposition look us up and we'll do all we can to make things pleasant for you.

OFFICIAL INFORMATION

Just received from Jamestown

FIRST GOLD MEDAL

Highest award
for Manufactures

awarded to

L.E. Waterman Company

for

QUALITY
WORKMANSHIP
CONSTRUCTION
AND PERFECTION

of

Waterman's Ideal Fountain Pen

L. E. Waterman Co., 173 Broadway, N.Y.

FURTHER HONOR

The Judges at Jamestown
Have awarded to us
The Medal for Installation, Beauty and Originality
Of Our Booth installed in the
Liberal Arts Building



Booth of L. E. Waterman Co.

At Jamestown Exposition
With Rubber Turning Plant
In Full Operation
Reproduced from Photograph

Our New Transfer Sign

FOR dealers who desire an attractive and handsome sign for their window, we have just prepared a decalcomania transfer sign—size, 11 inches long by 9 inches wide, printed in nine colors.

This sign, showing the Eastern Hemi-



sphere of the globe, is interesting as well as attractive. We believe the Trade are familiar with this class of sign, but, for the benefit of those who are not, we would explain that this colored print, composed of a gelatine substance, can readily be transferred from the back, on which it is printed, to glass, where it remains solidly placed and will not come off with the cleaning of the window. When transferred, the color shows up from both sides.

Above, we illustrate the design of this sign, but the best results are lost in showing this in green print only.

Complete Stock

In our editorial we have talked to some length, and, we hope, to some purpose, about complete salesmanship. There can be no consistently complete salesmanship in your store unless you have a complete stock of pens. Your stock, therefore, should be a big one. The bigger the stock, the better your opportunity to suit all prospective purchasers. Go over your stock carefully, see what you need, and order at once. And don't forget all those accessories that make the use of a fountain pen a pleasure, that

assure satisfaction and mean a complete sale.

On the opposite page is an order blank for your convenience. Use it, whether you want pens, accessories, or advertising matter.

Orders for gold or silver mounted pens received after December 10th will be filled only with the understanding that they are not returnable. No goods on memorandum.

The justice of this ruling will be readily seen when you stop to consider that between the tenth and twenty-fifth of December we have difficulty in filling positive sale orders.

News from South America

We have just received a letter from Mr. Mallagh, who is on a business trip to South America, and speaking of trade conditions in British Guiana, where he is at present, he says:

“Waterman’s Ideal Fountain Pens

find their way down here, and it is surprising the number in use. They have the lead here, just as they have in Canada.”

The above statement from Mr. Mallagh is but another proof of the excellency of this article. We carry in stock, regularly, two hundred pens—and every one of them is absolutely guaranteed.

W. J. F. MALLAGH

Bookseller and Stationer Brantford, Canada

The above advertisement was published in the local newspapers of Brantford, Canada, by Mr. W. J. F. Mallagh, one of our most enterprising dealers, and reflects great credit on his originality of method and business “push.” Mr. Mallagh was traveling in South America on business, as the advertisement states, and was so impressed with the unrivalled popularity and immense sale of Waterman’s Ideal Fountain Pens, that he wrote the above letter to his business associates and utilized it in his newspaper advertising campaign.



Ship via

Date

L. E. Waterman Company
173 Broadway, New York

GENTLEMEN :

Please ship the Waterman's Ideal Fountain Pens
listed below :

Quantity	No.	Finish	Nib & Point	Price	Total

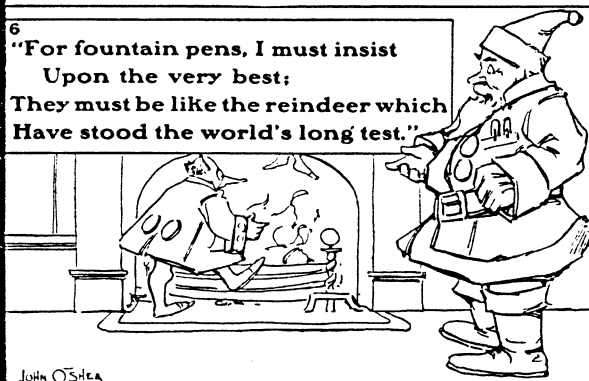
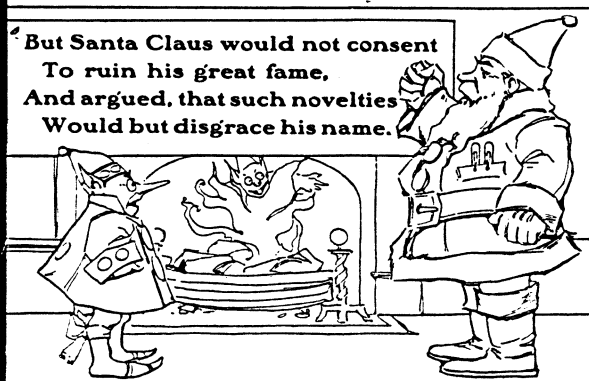
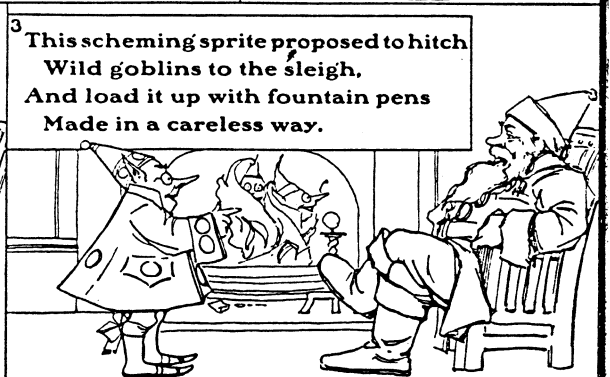
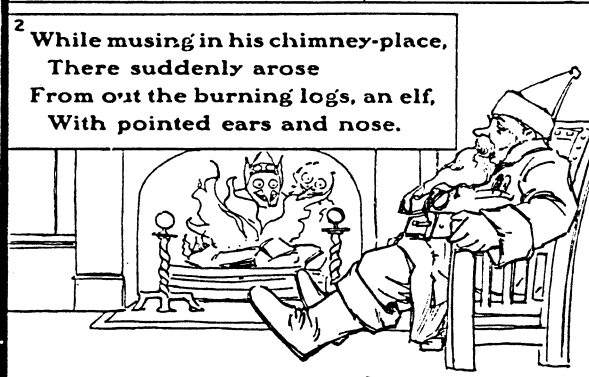
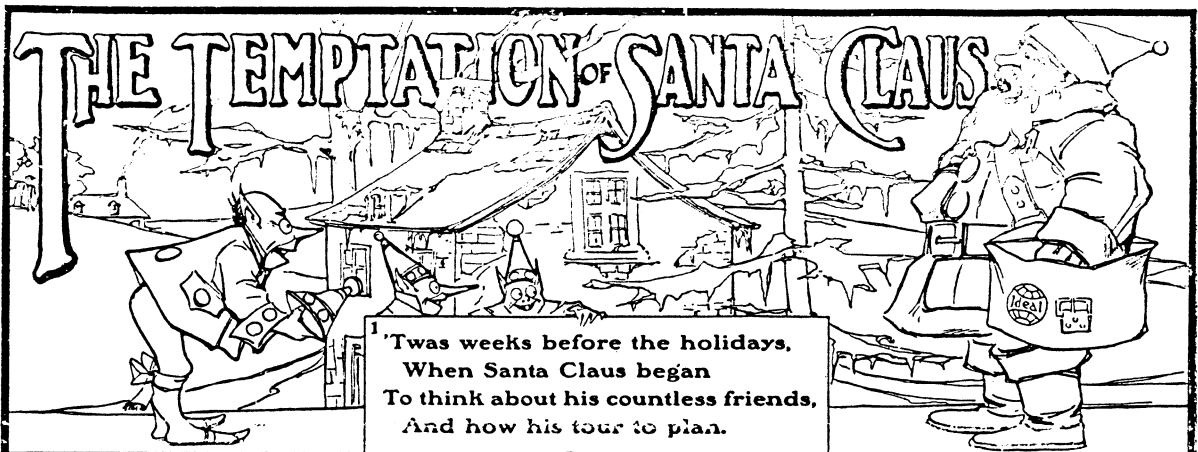
Name _____

Town _____ State _____

ORDER IN ADVANCE—Orders will be filled on the day of receipt,
but delay in transportation is unavoidable.

Telegraph: Western Union Universal Code.





John O'Shea

THE Dealer, as well as the Public, is being constantly tempted to substitute the inferior imitation for the real article. The public is tempted through cheap price—the dealer through momentarily enlarged profits. But the public soon discovers it hasn't its money's worth in an

imitation, and the dealer finds at the end of the year that the substitute has built up no trade, and means a loss. Build up your fountain pen trade in Waterman's Ideal Fountain Pens and you'll have pleased patrons, who will bring you new and constant trade and assured profits.